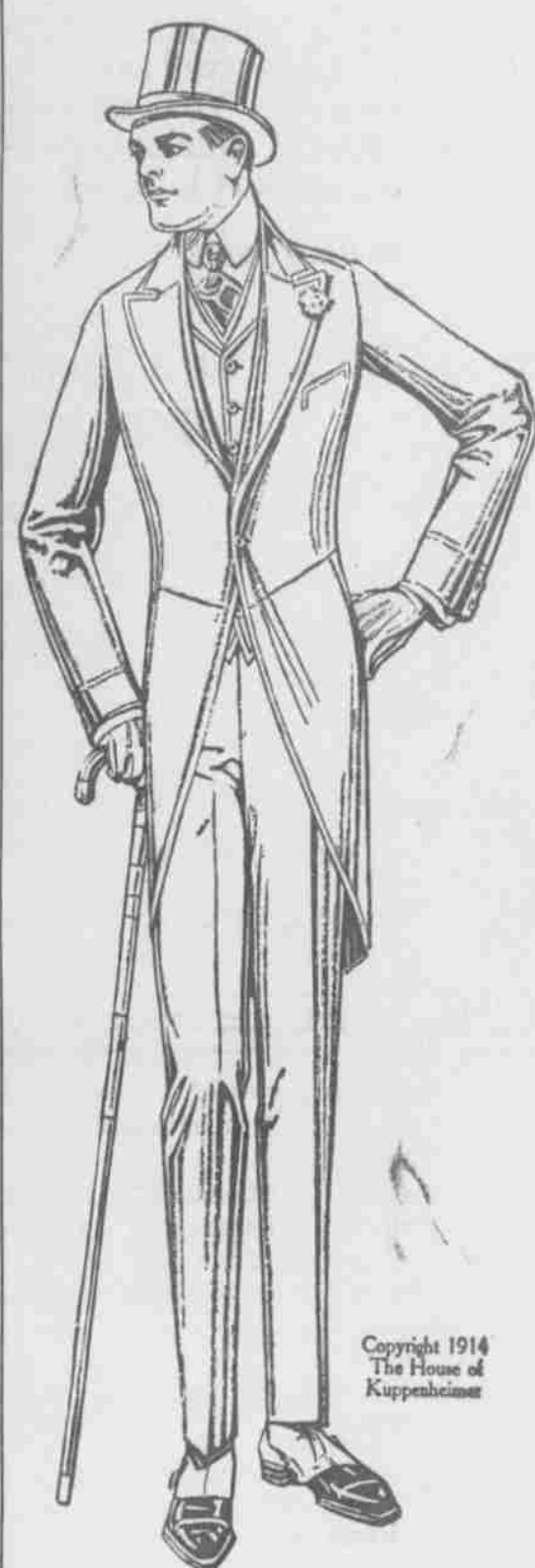


January 6 It Begins---The Live Store's Great January Reduction Sale!

IT is one of our fundamental principles in this store to keep our clothes selections up to full selling strength, filling up the gaps as our racks are emptied. The result is, we enter the New Year with an unusually complete line of fresh winter styles in suits and overcoats. But now the time for drastic action has come. Every garment on hand must go—and we are prepared to make the sacrifice necessary for a rapid, decisive clearaway.



In considering these price reductions, keep in mind that the garments involved are no rag-tags and left-overs—no nameless merchandise orphans with a past and without a future. They are clothes of unimpeachable integrity—clothes that are members of our first families—clothes fresh and new from the modern tailoring shops of such institutions as

The House of Kuppenheimer

Suits The newest young men's styles; more conservative styles for more conservative men; all the more famous fashion models of the season; all the better fabrics—Glen Urquharts, Tartans, Saxories, Bannockburns, Worsteds and others, offering the most diversified selection, and alike only in the good taste which characterizes them all.

Overcoats Single and double breasted button through or concealed; regular shoulders or raglan shoulders; velvet or regular collars; figure shaping or kimono styles. Fabrics include Chinchillas, Meltons, Boucles, Kerseys, Cheviots, Knit goods. Every coat a masterpiece of good tailoring.

\$27.50 Suits and Overcoats now **\$16.95**

\$25.00 Suits and Overcoats now **\$16.95**

\$20.00 Suits and Overcoats now **\$14.95**

\$15.00 Suits and Overcoats now **\$9.95**

In The Boys' Department

Boys' and Girls' Balmacaan overcoats in smart models; new weaves in fashionable colors; prices cut one-fourth.

\$12.50 COATS,	
NOW.....	\$8.95
\$10.00 COATS,	
NOW.....	\$6.95
\$ 7.50 COATS,	
NOW.....	\$5.45
\$ 5.00 COATS,	
NOW.....	\$3.45

Norfolk and plain suits; made of the highest grade fabrics, all serge lined; sizes 7 to 18 years.

\$10.00 SUITS,	
NOW.....	\$6.95
\$ 7.50 SUITS,	
NOW.....	\$5.45
\$ 5.00 SUITS,	
NOW.....	\$3.45

Decisive Reductions in Haberdashery

Below are listed a few of the great haberdashery values offered in this great sale. Similar reductions prevail in every nook and corner of the store.

Shirts—\$2.00 values now \$1.38; \$1.50 values now \$1.15; \$1.00 values now 79c.

Hats—\$5.00 values now \$3.45; \$3.00 values now \$1.95; \$2.00 values now \$1.45.

Underwear—\$2.50 Union Suits now \$1.75; \$2.00 suits now \$1.25.

Lounging Robes—\$7.50 values now \$5.45; \$5.00 values now \$3.75.

MANHATTAN SHIRT SALE NOW GOING ON

STIER CLOTHING COMPANY